

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	107679	
	Alt Order #:	06862475	
	Product Desc:	Crossroads GPS	
	Estimate:	1121	
	Flight Dates:	10/21/12 - 10/28/12	Primary AE:
	Original Date / Rev:	10/10/12 / 10/10/12	Sales Office:
	Order Type:	GENERAL	Sales Region:
<b>Agency</b>	<b>Name:</b>	Crossroads Media, LLC	
	Buying Contact:	Cash	
	Billing Contact:	Broadcast	
	66 Canal Center Plaza	EOM/EOC	
	Alexandria, VA 22314	Agency Commission:	
<b>Advertiser</b>	<b>Name:</b>	Crossroads GPS	
	Demographic:	A35+	
	Product Codes:	PLI2	
	Priority:	SELECT PRIORITY CODE	
	Revenue Codes:	POLITICAL/AGY, PISSED, GEN	
	New Business Thru:		
	Order Separation:	00:05:00	
	Advertiser External ID:		
	Agency External ID:		

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	64	\$121,650.00	\$103,402.50	October 2012	64	\$121,650.00	\$103,402.50	0.00
					Totals	64	\$121,650.00	\$103,402.50	0.00

## Totals

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Amy McCreary Start Of Order - End Of Order 100%

### Order Share

State/County	Allocation	Value
KSNV	33%	\$121,650.00
Market	100%	\$368,636.36

## Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	34%	\$125,336.36
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	11%	\$40,550.00
KTUD	2%	\$7,372.73
KVVU	11%	\$40,550.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	9%	\$33,177.27

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/22/12	10/22/12	RALSTON in PRIME RALSTON in PRIME	CM	8-11pm	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	M-----		1	\$1,800.00		0.00						

Order / Rev: 107679  
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Advertiser: Crossroads GPS  
 Product Desc: Crossroads GPS  
 Estimate: 1121

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	KSNV	10/22/12	10/22/12	RALSTON in PRIME	CM	8-11pm	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00											
RALSTON in PRIME																										
FACE TO FACE W/ JON RALSTON																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/22/12	10/28/12	M-----	1	\$1,800.00	0.00																					
E 2	KSNV	10/23/12	10/23/12	FacetoFace/Ralston Rep	CM	730-758pm	-T-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00											
FacetoFace/Ralston Report																										
FACE TO FACE W/ JON RALSTON																										
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Week: 10/22/12	10/28/12	-T-----	1	\$1,800.00	0.00																					
E 3	KSNV	10/24/12	10/24/12	FacetoFace/Ralston Rep	CM	730-758pm	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00											
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E 4	KSNV	10/25/12	10/25/12	FacetoFace/Ralston Rep	CM	730-758pm	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00											
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Week: 10/22/12	10/28/12	---T---	1	\$1,800.00	0.00																					
E 5	KSNV	10/26/12	10/26/12	FacetoFace/Ralston Rep	CM	730-758pm	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00											
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Week: 10/22/12	10/28/12	----F--	1	\$1,800.00	0.00																					
E 6	KSNV	10/27/12	10/27/12	Wknd Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$1,050.00	1	0.00	NM	1	\$1,050.00											
SAT/ Wheel of Fortune																										
WHEEL OF FORTUNE																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/22/12	10/28/12	-----S-	1	\$1,050.00	0.00																					
E 7	KSNV	10/21/12	10/21/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$5,000.00	1	0.00	NM	1	\$5,000.00											
NFL Pre-Game																										
FOOTBALL NIGHT IN AMERICA																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/15/12	10/21/12	-----S	1	\$5,000.00	0.00																					
E 8	KSNV	10/28/12	10/28/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$5,000.00	1	0.00	NM	1	\$5,000.00											
NFL Pre-Game																										
FOOTBALL NIGHT IN AMERICA																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/22/12	10/28/12	-----S	1	\$5,000.00	0.00																					
E 9	KSNV	10/27/12	10/27/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$1,350.00	1	0.00	NM	1	\$1,350.00											
Sa-Su Early News																										
KSNV EARLY NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/22/12	10/28/12	-----S-	1	\$1,350.00	0.00																					
E 10	KSNV	10/23/12	10/23/12	M-F Today Show II 3rd	CM	9-10a	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00											
M-F Today Show II																										
TODAY SHOW II																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/22/12	10/28/12	-T-----	1	\$1,000.00	0.00																					
E 11	KSNV	10/25/12	10/25/12	M-F Today Show II 3rd	CM	9-10a	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00											
M-F Today Show II																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/22/12	10/28/12	---T---	1	\$1,000.00	0.00																					
E 12	KSNV	10/26/12	10/26/12	M-F Today Show II 3rd	CM	9-10a	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00											
M-F Today Show II																										
TODAY SHOW II																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/22/12	10/28/12	----F--	1	\$1,000.00	0.00																					
E 13	KSNV	10/23/12	10/23/12		CM	10am-11am	-T-----	:30	1	\$600.00	1	0.00	NM	1	\$600.00											

Order / Rev: 107679  
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Advertiser: Crossroads GPS  
 Product Desc: Crossroads GPS  
 Estimate: 1121

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Today Show III 4th H Today 4th Hour															
TODAY SHOW III															
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-T-----</u> Spots/Week <u>1</u> Rate <u>\$600.00</u> Rating <u>0.00</u>															
E 14	KSNV	10/24/12	10/24/12	M-F Today Show III 4th H	CM	10am-11am	--W----	:30	1	\$600.00	1	0.00	NM	1	\$600.00
TODAY SHOW III															
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>--W----</u> Spots/Week <u>1</u> Rate <u>\$600.00</u> Rating <u>0.00</u>															
E 15	KSNV	10/25/12	10/25/12	M-F Today Show III 4th H	CM	10am-11am	---T---	:30	1	\$600.00	1	0.00	NM	1	\$600.00
TODAY SHOW III															
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>---T---</u> Spots/Week <u>1</u> Rate <u>\$600.00</u> Rating <u>0.00</u>															
E 16	KSNV	10/22/12	10/22/12	Noon News	CM	12-1230pm	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS 3 AT NOON															
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$1,000.00</u> Rating <u>0.00</u>															
E 17	KSNV	10/23/12	10/23/12	Noon News	CM	12-1230pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS 3 AT NOON															
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-T-----</u> Spots/Week <u>1</u> Rate <u>\$1,000.00</u> Rating <u>0.00</u>															
E 18	KSNV	10/26/12	10/26/12	Noon News	CM	12-1230pm	---T---F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS 3 AT NOON															
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>---T---F--</u> Spots/Week <u>1</u> Rate <u>\$1,000.00</u> Rating <u>0.00</u>															
E 19	KSNV	10/22/12	10/22/12	Wake Up Early w/ Wagners	CM	430a-5a	M-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
WAKE UP EARLY W/THE WAGNERS															
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>M-----</u> Spots/Week <u>1</u> Rate <u>\$400.00</u> Rating <u>0.00</u>															
E 20	KSNV	10/24/12	10/24/12	Wake Up Early w/ Wagners	CM	430a-5a	--W----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
WAKE UP EARLY W/THE WAGNERS															
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>--W----</u> Spots/Week <u>1</u> Rate <u>\$400.00</u> Rating <u>0.00</u>															
E 21	KSNV	10/25/12	10/25/12	Wake Up Early w/ Wagners	CM	430a-5a	---T---	:30	1	\$400.00	1	0.00	NM	1	\$400.00
WAKE UP EARLY W/THE WAGNERS															
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>---T---</u> Spots/Week <u>1</u> Rate <u>\$400.00</u> Rating <u>0.00</u>															
E 22	KSNV	10/23/12	10/23/12	Rachael Ray	CM	11am-12pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
RACHEL RAY															
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-T-----</u> Spots/Week <u>1</u> Rate <u>\$1,000.00</u> Rating <u>0.00</u>															
E 23	KSNV	10/25/12	10/25/12	Rachael Ray	CM	11am-12pm	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
RACHEL RAY															
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>---T---</u> Spots/Week <u>1</u> Rate <u>\$1,000.00</u> Rating <u>0.00</u>															
E 24	KSNV	10/26/12	10/26/12	Rachael Ray	CM	11am-12pm	---T---F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
RACHEL RAY															
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>---T---F--</u> Spots/Week <u>1</u> Rate <u>\$1,000.00</u> Rating <u>0.00</u>															
E 25	KSNV	10/23/12	10/23/12	Rachael Ray	CM	2pm-3pm	-T-----	:30	1	\$650.00	1	0.00	NM	1	\$650.00

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				M-F Early News											
				M-F Early News											
				EARLY NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/22/12	10/28/12	M-----	1	\$3,600.00	0.00						
E 50	KSNV	10/23/12	10/23/12	M-F Early News	CM	5-630p	- T-----	:30	1	\$3,600.00	1	0.00	NM	1	\$3,600.00
				M-F Early News											
				EARLY NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/22/12	10/28/12	- T-----	1	\$3,600.00	0.00						
E 51	KSNV	10/24/12	10/24/12	M-F Early News	CM	5-630p	-- W-----	:30	1	\$3,600.00	1	0.00	NM	1	\$3,600.00
				M-F Early News											
				EARLY NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/22/12	10/28/12	-- W-----	1	\$3,600.00	0.00						
E 52	KSNV	10/21/12	10/21/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$3,600.00	1	0.00	NM	1	\$3,600.00
				News 3 in Prime											
				NEWS 3 LIVE (FOLLOWING NFL)											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/15/12	10/21/12	-----S	1	\$3,600.00	0.00						
E 53	KSNV	10/28/12	10/28/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$3,600.00	1	0.00	NM	1	\$3,600.00
				News 3 in Prime											
				NEWS 3 LIVE (FOLLOWING NFL)											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/22/12	10/28/12	-----S	1	\$3,600.00	0.00						
E 54	KSNV	10/22/12	10/22/12	Today Show	CM	658a-9am	M-----	:30	1	\$3,800.00	1	0.00	NM	1	\$3,800.00
				Today Show											
				TODAY SHOW											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/22/12	10/28/12	M-----	1	\$3,800.00	0.00						
E 55	KSNV	10/24/12	10/24/12	Today Show	CM	658a-9am	-- W-----	:30	1	\$3,800.00	1	0.00	NM	1	\$3,800.00
				Today Show											
				TODAY SHOW											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/22/12	10/28/12	-- W-----	1	\$3,800.00	0.00						
E 56	KSNV	10/25/12	10/25/12	Today Show	CM	658a-9am	-- T-----	:30	1	\$3,800.00	1	0.00	NM	1	\$3,800.00
				Today Show											
				TODAY SHOW											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/22/12	10/28/12	-- T-----	1	\$3,800.00	0.00						
E 57	KSNV	10/22/12	10/22/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$2,800.00	1	0.00	NM	1	\$2,800.00
				M-F News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/22/12	10/28/12	M-----	1	\$2,800.00	0.00						
E 58	KSNV	10/24/12	10/24/12	M-F News 3 at Eleven	CM	11pm-1135pm	-- W-----	:30	1	\$2,800.00	1	0.00	NM	1	\$2,800.00
				M-F News 3 at Eleven											
				NEWS 3 NIGHTSIDE											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/22/12	10/28/12	-- W-----	1	\$2,800.00	0.00						
E 59	KSNV	10/22/12	10/22/12	The Tonight Show	CM	1135p-1236a	M-----	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
				Tonight Show											
				TONIGHT SHOW W/ JAY LENO											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/22/12	10/28/12	M-----	1	\$2,000.00	0.00						
E 60	KSNV	10/24/12	10/24/12	The Tonight Show	CM	1135p-1236a	-- W-----	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
				Tonight Show											
				TONIGHT SHOW W/ JAY LENO											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
				Week: 10/22/12	10/28/12	-- W-----	1	\$2,000.00	0.00						
E 61	KSNV	10/26/12	10/26/12		CM	1135p-1236a	-- F--	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00

Order / Rev: 107679  
Alt Order #: 06862475  
Flight Dates: 10/21/12 - 10/28/12

Advertiser: Crossroads GPS  
Product Desc: Crossroads GPS  
Estimate: 1121

**KSNC**